

COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION
"Creating Community Through People, Parks and Programs"



Tim Gallagher, Director

October 28, 2003

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM
2004 PRICE SCHEDULE
FOR THE HOLLYWOOD BOWL
(THIRD DISTRICT - 3 - VOTE MATTER)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Public Resources Code Section 21080 (b)(8)(a)(b)(c).
2. Adopt the resolution approving the minimum and maximum prices proposed by the Los Angeles Philharmonic Association for the 2004 Hollywood Bowl season.
3. Approve the schedule of maximum and minimum prices for the 2004 Hollywood Bowl season as outlined in Attachment A.

PURPOSE OF RECOMMENDED ACTION/ JUSTIFICATION

The Los Angeles Philharmonic Association (the Association) has submitted its proposed schedule for maximum and minimum ticket prices for the 2004 Hollywood Bowl season as required by the Operating Agreement between the County and the Association.

The Association has submitted, for your approval, the following fee increases for the 2004 season:

Box Seating

Pool Circle

A \$10.00 increase, from \$100 to \$110, is proposed for Pool Circle boxes for Tuesday and Thursday performances, Wednesday Jazz, and Sunday World

Music concerts; and an increase of \$10.00, from \$120 to \$130 per seat, is proposed for Friday, Saturday, and Sunday Pops performances.

Garden Boxes

An increase of \$1.00, from \$88 to \$89 per seat, is proposed for Garden boxes for Tuesday and Thursday performances; and an increase of \$1.00, from \$105 to \$106 per seat, is proposed for Friday, Saturday, and Sunday Pops performances. Additionally, a \$3.00 increase from \$85 to \$88 per seat is proposed for Wednesday night Jazz and Sunday World Music concerts.

Terrace Boxes

An increase of \$1.00, from \$77 to \$78 per seat, is proposed for Tuesday and Thursday performances. An increase of \$3.00, from \$73 to \$76 per seat, is proposed for Wednesday Jazz and Sunday World Music concerts. A \$1.00 increase, from \$92 to \$93, is proposed for the weekend Terrace Box seats.

Side Boxes

All Side Boxes will be increased by the same amount and priced the same as Terrace Boxes.

Bench Seating

An increase of \$0.50 per seat is proposed for bench seating, with the maximum ticket price being \$35.50, depending on the location. Prices for the mid-range cost seats will be unchanged on weekdays. The weekend lowest price tickets will remain at \$3.00 and \$6.00 (no change) per seat. Superseats will be increased by \$0.50 per seat, with the maximum ticket price being \$45.50, with the exception of Tuesdays and Thursdays, which will remain at \$40.

Ramp Seating

An increase of \$0.50, from \$47 to \$47.50, per seat is recommended for ramp seats, with the exception of Tuesday and Thursday performances, which will remain at \$47.

Accessible Seating

Hollywood Bowl accessible seating addresses the Americans with Disabilities Act code requirements, with a range of seating locations and tickets priced from the traditional \$1.00 seat to \$100.00 for the extremely popular, accessible box sections. Forty percent of the accessible seats are \$20.00 or less.

Special Events Tickets

The Association would like to continue the special pricing for select non-subscription events presented by the Los Angeles Philharmonic Association. The Association seeks

to attract artists previously unavailable to the Hollywood Bowl because of high appearance fees for these special events. The Association proposes to maintain special event pricing ranging from \$20.00-\$125.00 (no change from last year).

The Association seeks to increase ticket prices to accommodate increased production, labor, marketing and artists' costs, and is dedicated to developing new audiences through many promotional and educational events. The Association has worked to keep the mid-priced tickets reasonable and competitive with venues around the County.

More than half of the tickets (9,175) on any night at the Hollywood Bowl are priced at \$20.00 or less. For Tuesday and Thursday, Wednesday Jazz, and Sunday World Music concerts, 40 percent of the tickets are \$15.50 or less. Further, the Association maintains the Hollywood Bowl tradition of \$1.00 tickets for Tuesday, Thursday, Wednesday Jazz and Sunday World Music Concerts and \$3.00 tickets for weekend performances.

The Department of Parks and Recreation has reviewed the Association's proposed schedule for 2004, which is based on the Association's market survey and analysis, and finds that the pricing schedule is appropriate. The schedule maintains the high standards expected at the Hollywood Bowl, while making all programs affordable to the public.

Implementation of Strategic Plan Goals

Approval of this action will enhance our Service Excellence (Goal #1) by providing the funding to increase the quality level of programming at the Hollywood Bowl.

FISCAL IMPACT/ FINANCING

There is no impact on the County General Fund.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Operating Agreement between the County and the Association requires that your Board approve changes to prices charged for tickets at the Hollywood Bowl. Your Board last approved changes to the ticket prices on October 22, 2002.

A complete pricing schedule is outlined in Attachment A.

Public Hearing Notice

Public Hearing Notice requirements of Government Code Section 6062(a) have been satisfied and public hearing requirements of Government Code Section 66018, for fee increases, will be satisfied by this action.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of your Board.

County Counsel has approved the attached Resolution as to form.

ENVIRONMENTAL IMPACT STATEMENT/NEGATIVE DECLARATION

The proposed increases are for the purpose of meeting operating expenses, including employee wage rates and fringe benefits, or purchasing and leasing supplies, equipment or materials, or meeting financial reserve needs and requirements and, therefore, the proposed actions are exempt from the California Environmental Quality Act pursuant to Section 21080 (b)(8)(a)(b)(c) of the Public Resources Code.

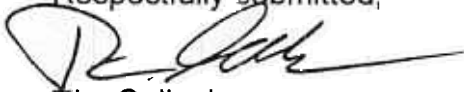
IMPACT ON CURRENT SERVICES OR PROJECTS

The increases are not anticipated to have a significant impact on services at the Hollywood Bowl.

CONCLUSION

It is requested that three (3) conformed copies of this action be returned to the Department of Parks and Recreation for distribution.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Tim Gallagher', is written over a circular stamp that is partially visible on the left.

Tim Gallagher
Director

Attachments (2)

c: Chief Administrative Officer
Executive Officer, Board of Supervisors (22)

**RESOLUTION TO INCREASE VARIOUS FEES
AT THE HOLLYWOOD BOWL**

WHEREAS, the Lease Agreement Number 21615 between the County and the Los Angeles Philharmonic Association executed on August 7, 1973 requires the Association to submit its proposed maximum and minimum schedule of prices to the Board for approval; and

WHEREAS, the Association has submitted their proposed schedule in accordance with the Agreement; and

WHEREAS, the County has reviewed a market survey and analysis of the proposed schedule and finds the pricing schedule is appropriate; and

WHEREAS, these costs do not exceed the cost of the services provided by the County; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, it is in the County's interest to maintain the high standards expected by the public at the Hollywood Bowl; and

WHEREAS, pursuant to Government Code Section 50402, the County has the authority to charge for use of park and recreational facilities as may be provided by resolution of the governing body; and

WHEREAS, the County has conducted a noticed public hearing on the fee increases; and

WHEREAS, the additional funding is in the public interest and welfare; and

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

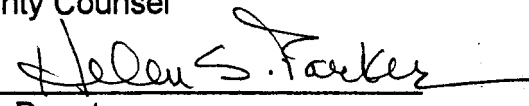
The Los Angeles Philharmonic Association may make the adjustments to the maximum and minimum price schedule only as outlined in "Attachment A" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2004 Maximum and Minimum Ticket Prices."

The foregoing Resolution was on the ____ day of _____, 2003, adopted by the Board of Supervisors of the County of Los Angeles and ex-officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.

VIOLET VARONA-LUKENS, Executive Officer-Clerk
of the Board of Supervisors of the County of Los
Angeles

By _____ Deputy

APPROVED AS TO FORM:
LLOYD W. PELLMAN
County Counsel

By 
Deputy

HOLLYWOOD BOWL 2004 PROPOSED PRICES

Tuesdays and Thursdays

Wednesday Jazz and Sunday World
Music

	2003 Ticket Prices	2004 Ticket Prices	Increase/ (Decrease)	2003 Ticket Prices	2003 Ticket Prices	Increase/ (Decrease)
Pool Circle	\$100.00	\$110.00	\$10.00	\$100.00	\$110.00	\$10.00
Garden Boxes	\$88.00	\$89.00	\$1.00	\$85.00	\$88.00	\$3.00
Terrace Boxes	\$77.00	\$78.00	\$1.00	\$73.00	\$76.00	\$3.00
Side Boxes	\$77.00	\$78.00	\$1.00	\$73.00	\$76.00	\$3.00
Ramps	\$47.00	\$47.00	\$0.00	\$47.00	\$47.50	\$0.50
D,E,G,J	\$32.00	\$32.00	\$0.00	\$32.00	\$32.50	\$0.50
Superseats	\$40.00	\$40.00	\$0.00	\$40.00	\$40.50	\$0.50
F & K	\$28.00	\$28.00	\$0.00	\$28.00	\$28.50	\$0.50
M & N	\$20.00	\$20.00	\$0.00	\$20.00	\$20.00	\$0.00
L & P	\$15.00	\$15.00	\$0.00	\$15.00	\$15.50	\$0.50
Q – U	\$11.00	\$11.00	\$0.00	\$11.00	\$11.50	\$0.50
W	\$5.00	\$5.00	\$0.00	\$5.00	\$5.00	\$0.00
V & X	\$1.00	\$1.00	\$0.00	\$1.00	\$1.00	\$0.00

Fridays

Saturdays

	2003 Ticket Prices	2004 Ticket Prices	Increase/ (Decrease)	2003 Ticket Prices	2004 Ticket Prices	Increase/ (Decrease)
Pool Circle	\$120.00	\$130.00	\$10.00	\$120.00	\$130.00	\$10.00
Garden Boxes	\$105.00	\$106.00	\$1.00	\$105.00	\$106.00	\$1.00
Terrace Boxes	\$92.00	\$93.00	\$1.00	\$92.00	\$93.00	\$1.00
Side Boxes	\$92.00	\$93.00	\$1.00	\$92.00	\$93.00	\$1.00
Ramps	\$47.00	\$47.50	\$0.50	\$47.00	\$47.50	\$0.50
D,E,G,J	\$35.00	\$35.50	\$0.50	\$35.00	\$35.50	\$0.50
Superseats	\$45.00	\$45.50	\$0.50	\$45.00	\$45.50	\$0.50
F & K	\$31.00	\$31.50	\$0.50	\$31.00	\$31.50	\$0.50
M & N	\$20.00	\$20.00	\$0.00	\$20.00	\$20.00	\$0.00
L & P	\$18.00	\$18.50	\$0.50	\$18.00	\$18.50	\$0.50
Q – U	\$12.00	\$12.50	\$0.50	\$12.00	\$12.50	\$0.50
W	\$6.00	\$6.00	\$0.00	\$6.00	\$6.00	\$0.00
V & X	\$3.00	\$3.00	\$0.00	\$3.00	\$3.00	\$0.00

Sunday (Pops)

Special Events

	2003 Ticket Prices	2004 Ticket Prices	Increase/ (Decrease)	2003 Ticket Prices	2004 Ticket Prices	Increase/ (Decrease)
Pool Circle	\$120.00	\$130.00	\$10.00	\$125.00	\$125.00	\$0.00
Garden Boxes	\$105.00	\$106.00	\$1.00	\$110.00	\$110.00	\$0.00
Terrace Boxes	\$92.00	\$93.00	\$1.00	\$95.00	\$95.00	\$0.00
Side Boxes	\$92.00	\$93.00	\$1.00	\$95.00	\$95.00	\$0.00
Ramps	\$47.00	\$47.50	\$0.50	\$45.00	\$45.00	\$0.00
D,E,G,J	\$35.00	\$35.50	\$0.50	\$60.00	\$60.00	\$0.00
Superseats	\$45.00	\$45.50	\$0.50	\$85.00	\$85.00	\$0.00
F & K	\$31.00	\$31.50	\$0.50	\$55.00	\$55.00	\$0.00
M & N	\$20.00	\$20.00	\$0.00	\$55.00	\$55.00	\$0.00
L & P	\$18.00	\$18.50	\$0.50	\$47.00	\$47.00	\$0.00
Q – U	\$12.00	\$12.50	\$0.50	\$40.00	\$40.00	\$0.00
W	\$6.00	\$6.00	\$0.00	\$25.00	\$25.00	\$0.00
V & X	\$3.00	\$3.00	\$0.00	\$20.00	\$20.00	\$0.00

**NOTICE OF PUBLIC HEARING
PROPOSED INCREASES IN VARIOUS FEES
AT THE HOLLYWOOD BOWL**

Notice is hereby given that a public hearing will be held by the Board of Supervisors of the County of Los Angeles in the matter of increasing various fees at the Hollywood Bowl. Said hearing will be held on October 28, 2003, in the Hearing Room of the Board of Supervisors, Room 383, Kenneth Hahn Hall of Administration, 500 West Temple Street (corner of Temple and Grand Avenue), Los Angeles, California 90012. Further notice is given that the Board of Supervisors may continue this hearing from time to time.

The Board of Supervisors will consider and may approve the following proposed fee changes:

Box Seating

Pool Circle

A \$10.00 increase, from \$100 to \$110, is proposed for Pool Circle boxes for Tuesday and Thursday performances, Wednesday Jazz, and Sunday World Music concerts; and an increase of \$10.00, from \$120 to \$130 per seat, is proposed for Friday, Saturday, and Sunday Pops performances.

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An increase of \$0.50 per seat is proposed for bench seating, with the maximum ticket price being \$35.50, depending on the location. Prices for the mid-range cost seats will be unchanged on weekdays. The weekend lowest price tickets will remain at \$3.00 and \$6.00 (no change) per seat. Superseats will be increased by \$0.50 per seat, with

the maximum ticket price being \$45.50, with the exception of Tuesdays and Thursdays, which will remain at \$40.

Ramp Seating

An increase of \$0.50, from \$47 to \$47.50, per seat is recommended for ramp seats, with the exception of Tuesday and Thursday performances, which will remain at \$47.

Written comments may be sent to the Executive Office of the Board of Supervisors at the above address. For further information, please call (213) 738-2961.

Para su informacion en español, favor de llamar el telefono siguiente (213) 738-2952.

VIOLET VARONA-LUKENS
Executive Officer